

The Hidden Costs of Smoking

Employers and Health Plans Pay the Price

\$8,000 more per smoker annually



HEALTHCARE COSTS

\$3,000 per year in excess healthcare costs (cardiovascular, diabetes, cancer)



SMOKE BREAKS

\$3,900 per year in lost productivity
291 work hours/years spent working



FINANCIAL WELLNESS

\$150,000 spent on cigarettes over an employee's lifetime



FAMILY HEALTH

Kids suffer more respiratory and ENT conditions and are more likely to become smokers

Incorporating costs for excess absenteeism, presenteeism, smoking breaks and excess healthcare costs, the estimated annual excess cost to employ a smoker:

\$8,178.00 per smoker annually

*Based on the paper from Micha Berman, "estimate the cost of a smoking employee, June 3, 2013. Numbers have been adjusted for inflation with Medical cost increase at 3.3% annually from the Dept of Labor Statistics.

PIVOT
BY CARROT INC.

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Is your current program making an impact?

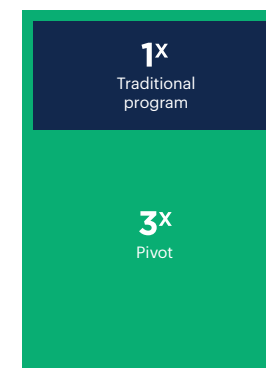
Employer-provided cessation programs enroll only 7% of eligible smokers, on average. Why? Because the standard approach is an uninspiring telephonic program that ignores modern consumer expectations and schedules. Who'd want to sign up for that?

If you want more quitters, you have to reach more smokers. That's where Pivot comes in.



Pivot is designed and marketed like a modern consumer experience—with fresh marketing campaigns that encourage all smokers to enter.

3x more smokers enroll in Pivot.



Quit Rate:

32%

More engaged smokers, combined with a high quit rate, means more smokers quit.

What's So Different About Pivot?

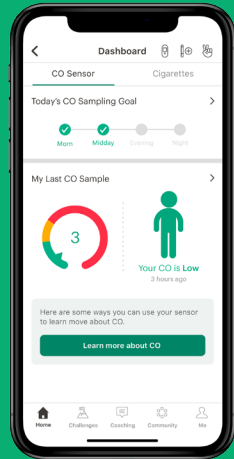
Ever seen a quit program you'd be excited to try? Of course not. They're about as engaging as a trip to the DMV. But not Pivot. It uses a mobile sensor, fun activities, a rich app, and behavioral science to turn quitting into an opportunity, instead of an obligation. Pivot users don't have to quit. They get to.

Your employees get a one-year program that includes:



Mobile Sensor

Each Pivot Breath Sensor is an FDA-cleared device that measures carbon monoxide. It's a tool to help smokers better quantify their exposure to the toxins in combustible tobacco.



Smartphone App

The Pivot app uses behavioral science and consumer-grade design to deliver a quit program that works even for smokers who say they don't want to quit.



Coaching and NRT

Personal coaching and nicotine-replacement therapy (NRT)—both clinically proven to help smokers quit—are woven seamlessly into Pivot.

What's In It For You?

Pivot Clients Receive

- A designated client-success manager
- Customizable, multi-channel promotional campaigns
- Detailed, transparent reporting
- Robust tech support for participants

Easy Implementation: We do the heavy lifting.

We know your plate is full so we've made Pivot implementation simple!

Our client-success team will guide you through the process, from customizing our turnkey promotional materials to working through the small details of eligibility and reporting.

